

Bachelor of Business Administration, 210 cr

4 Enhancing International Expertise
30 cr

Towards expertise in Global Business
Thesis
Internship

3 Managing Global Business
60 cr

Internationalisation through Research, Development and Innovation

Implementing strategies for global success

Specialisations Thesis Internship

Developing Global Business

Global Management

2 Global Business Knowledge
60 cr

Gaining skills in communication, analytical thinking and finance

Analysing international environments

Specialisations: International Sales & Digital Marketing

Business Management Tools

Understanding Global Markets and Customers

1 Essential Business Skills
60 cr

Understanding Business Environment

Fundamental Business Skills